









# Edmonton Portland Cement Company, Limited

CAPITAL STOCK  
\$1,500,000

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LIEUTENANT GOVERNOR G. H. V. BULYEA, Chairman of the Board.

The remarkable facts of the Edmonton Portland Cement Company Limited, which were set forth in the first six articles of these series published in all the daily papers of Edmonton are re-stated briefly in the following digest. Every citizen of Edmonton who believes the facts of this great enterprise will have shares in the Company to the extent of his ability to purchase. No argument is required to induce a man to purchase stock in a Company where he can double his money in two years, and get forty per cent. dividends for forty years.

## ARTICLE NUMBER SEVEN

In the series of six articles which were published in all of the Edmonton newspapers last week the following facts were developed and set forth.

1. That the Edmonton Portland Cement Company was organized to purchase what is probably the largest marl deposit on the American Continent, located 14 miles west of the town of Edson on the main line of the Grand Trunk Pacific railroad and a large bed of fine blue clay five miles east of the marl deposit and also on the Grand Trunk Pacific; and to build on this property a Cement mill with a capacity of 1500 barrels per day.

2. This property has been thoroughly examined by Messrs. R.D. Hassan and T.J. Klossoski, the best known Cement Engineers and constructors on either side of the International Line. These gentlemen have built seventeen successful cement plants in the United States and Canada, including the famous International Plant at Hull. They have given their opinion briefly as follows:

- (a) "The composition and quality of both materials is ideal for the manufacture of a high-grade Portland Cement, the marl being high in calcium, clean and comparatively uniform;
- (b) The clay could not be surpassed for composition;
- (c) The quantity of marl now in evidence is sufficient to run a fifteen-hundred barrel mill continuously for forty years. And this will undoubtedly be increased by complete surveys and testings;"
- (d) And that Portland Cement can be manufactured on this property at a cost not exceeding 78 cents per barrel as follows:

Coal at \$2.50 per ton, 130 lbs. per bbl.	16
Coal for drying clay	.01
Power at 3-4c per h.p. hour	.17
Labor 130 men at \$372 per day	.31
Gypsum	.01 1-2
Office and Sales \$60 per day	.05
Insurance and taxes	.01 1-2
Small supplies, repairs, etc.	.02
Depreciation, not included in above	.03
78	

3. The market for the entire output of the proposed plant is waiting at its very door. The City of Edmonton will consume 200,000 barrels of Portland Cement in 1911 and the demand is increasing. The construction work along the line of the Grand Trunk Railroad will consume as much more. The price of this cement is fixed by the factory cost at Eastern mills and freight rates to the Edmonton district. Not a bag will be bought for less than \$3.05 per barrel.

4. On the basis of the Edmonton market today the result of a year's operation of the plant of the Edmonton Portland Cement Company, reckoning on a minimum output of 312,000 barrels would be as follows: Gross sales, 312,000 barrels at \$3.05 \$951,600. Cost of manufacture at .78 \$243,360 Freight at .25 78,000 311,360

Net profit on the year's business \$640,240

5. The cost of manufacture has been verified by following the operations of a 1,500 barrel mill as follows: Coal, 37,480 tons at \$2.50 \$9,700 Labor 108,800 Gypsum 870 tons at \$8.00 6,960 Edmonton office 8,500 Small supplies and repairs 10,000 Depreciation 9,360 Insurance and taxes 4,680 \$243,000

6. Both the marl and clay have been tested in the laboratories of Messrs. Thomas Heys & Son, Technical Chemists of Toronto. Their several analyses average about as follows:

MARL  
Carbonate of lime 90 p.c.  
Carbonate of magnesia 2 p.c.

Silica	2 p.c.
Oxide of iron and alumina	1 p.c.
Organic matter	5 p.c.
CLAY.	
Silica	62 p.c.
Alumina	22 p.c.
Oxide of iron	4 p.c.
Carbonate of lime	4 p.c.
Carbonate of magnesia	4 p.c.
Alkalies of potash and soda	1 p.c.
Organic matter	3 p.c.

### THE RESULTING CEMENT.

as worked out by Messrs. Heys & Son.

Lime	65 p.c.
Silica	23 p.c.
Alumina	7 p.c.
Oxide of iron	3 p.c.
Magnesia	3 p.c.
Alkalies	trace

There is no better Portland Cement on the market than this.

7. The growth of the Cement Industry is the marvel of the industrial history of the world, as the following table will show:

GROWTH OF THE CEMENT INDUSTRY IN AMERICA FROM 1870

TO THE PRESENT TIME	Number Barrels	Year	Produced	Year	Produced
1870 to 1879	82,000	1885	980,324	1895	1,000,000
	42,000	1886	1,000,000	1896	1,513,025
1881	60,000	1887	1,000,000	1897	1,513,025
1882	60,000	1888	1,000,000	1898	2,692,281
1883	90,000	1889	1,000,000	1899	5,632,206
1884	90,000	1890	1,000,000	1900	12,711,225
1885	150,000	1901	1,000,000	1901	17,230,014
1886	150,000	1902	1,000,000	1902	22,500,000
1887	250,000	1903	1,000,000	1903	28,565,981
1888	250,000	1904	1,000,000	1904	33,246,812
1889	300,000	1905	1,000,000	1905	38,000,000
1890	300,000	1906	1,000,000	1906	43,000,000
1891	451,813	1907	1,000,000	1907	48,873,510
1892	547,140	1908	1,000,000	1908	53,072,912
1893	580,452	1909	1,000,000	1909	62,568,161
1894	720,575	1910	1,000,000	1910	69,000,000

8. Concrete, the universally adopted construction material of the twentieth century, is Portland Cement, and crushed rock combined in about the proportions of 1, 3 and 5. It is universally used, not only in reinforced concrete construction for buildings purposes, and for all the construction purposes of brick, stone and steel, but it is used for hundreds of purposes for which these materials are impossible. Not only is it used in enormous quantities for paving purposes and for building construction, but also for piling, tanks, bridges, roofs, flooring, certain types of boats and barges, such vast engineering undertakings as tunnels, subways, irrigation and reclamation projects, the modern monolithic house, tree preservation, ornamental concrete, a hundred domestic purposes on the farm such as concrete hen nests, door steps, sidewalks, rat-proof corn cribs, sanitary cowsheds, and finally the most stupendous of all engineering undertakings the Panama Canal, where 3,000,000 barrels of Portland Cement, or 20,000,000 barrels of Concrete will be used.

9. The annual production of Portland Cement has increased in the past twenty years from 335,000 barrels to 74,000,000 barrels,—two-hundred thousand per cent, and in the same time six hundred million dollars was invested in the Portland Cement Industry in the United States alone.

10. America especially Canada is at the threshold of the greatest era of construction which the world has ever known; railroads are being spread like a net over the land; towns and cities are being built; and within another generation the world's home signal, "the light in the window," will stretch an unbroken line from the Rocky Mountains to the Atlantic Coast. And in the next ten years the demand for Portland Cement will increase from 74,000,000 barrels in 1910 to 200,000,000 in 1920.

11. The two materials from which Portland Cement is manufactured, carbonate of lime and silica are derived respectively from marl or lime-rock, and clay, shale or slate. Naturally Portland Cement can be more economically manufactured where the necessary materials are **both** found. But as they have no geological association they are only found near together by chance.

The whole American Continent has been prospected for these materials and the few locations where both are found have been long since taken up. The property of the Edmonton Portland Cement Company is the only known adjacent deposits of both marl and clay in the Province of Alberta and British Columbia.

12. Plants are now being located where either material is found and the other is shipped to the mill. The competing plant nearest the Edmonton Portland Cement Company ships its lime-rock 65 miles and its shale 28 miles. Plants are also being located with reference to distribution only and are shipping both materials. All of this increases the cost of production and advances the price of Portland Cement.

13. The Edmonton Portland Cement Company has an abundance of both materials in their most accessible form; can produce Portland Cement at the minimum cost of manufacture; and sell its entire output at the market price fixed by the disadvantages of its competitors.

14. The market at the very door of the Edmonton Portland Cement Company is now more than 400,000 barrels annually and increasing. This will absorb its entire output and freight rates alone will make competition impossible.

15. The Edmonton Portland Cement Company has materials for the manufacture of at least 12,500,000 barrels of Portland Cement under the most favorable possible conditions.

16. On the basis of present prices, the Edmonton Portland Cement Company can manufacture cement at the price of \$2.00 per barrel. No one can now tell how much greater its future profits may become. These will be fixed by the increasing disadvantages of its competitors and an increasing market.

17. The Edmonton Portland Cement Company should distribute at least \$12,000,000 in dividends in the next twenty years, and every dollar of these dividends should be kept in Edmonton and vicinity.

18. The stock of the Edmonton Portland Cement Company has a present par value of \$1,500,000. On the basis of one-half its probable earnings this stock should go to \$3,000,000 in two years and \$7,500,000 in five years; that is to say the shares of the present par value of \$100 should go to \$200 in two years and to \$500 in five years. Every dollar of this great increase in value should enlarge the fortunes of Edmonton citizens.

19. The Edmonton Portland Cement Company is an Edmonton proposition. The property was discovered, prospected and developed by Edmonton men. The directors of the Company are from the best citizens of this community and they have every one purchased liberally of its stock.

These directors are:

G. H. V. Bulyea, Lieutenant-Governor	\$10,000
W. S. Heffernan, Broker	10,000
S. H. Smith, President Western Realty Co.	5,000
W. D. Ferris, Physician and Surgeon	5,000
J. F. Lundy, Broker	5,000
A. Driscoll, Dominion Land Surveyor	5,000
Jas. A. McKinnon, Real Estate	2,000
J. H. Gariepy, Capitalist	5,000

Seven additional prominent gentlemen will shortly be added to this board. In addition to these directors a number of prominent Edmonton citizens have already subscribed to the stock of this company.

20. A prominent Edmonton banker has given it as his opinion that there is an abundance of idle capital in the good banks of Edmonton right now and belonging to Edmonton citizens to immediately finance this institution. Therefore not a share of its stock should go out of this community. There is no reason why this splendid enterprise should be turned over to the "interests" that would be glad enough to get it. Let us prove that Edmonton is the financial and commercial capital of Western Canada.

Shares are \$100 each and purchasers may subscribe for any number of shares from one to 250. Payments on the stock will be arranged to suit the convenience of the purchaser. Stock books open for subscription at the parlors of the King Edward Hotel at ten o'clock, Monday morning, May 15th.

Allan Haynes

FISCAL AGENTS

George E. Snyder



# SHREWD INVESTORS NOTE THESE REAL ESTATE OFFERINGS

## FOR SALE—REAL ESTATE

**THE EDMONTON LOCATORS**  
Real Estate and Business Services  
P. O. Box 1164      Phone 4622

## REAL ESTATE

### BUSINESS LOCATIONS

#### HOTELS

If you want to buy a hotel and call it as we have a hotel of the best property in the city for \$10,000. Large and small.

#### HARDWARE STORE

In the city for \$7,500, comprising of stock \$1,000 with annual turnover of \$10,000. This is a well run hardware store building can be leased at \$70 per month, this is located on 10th Street and 10th Avenue, in a very good farming district.

#### DRUG SHOP

In the city for \$7,500, comprising of a turnover of \$10,000 last year. \$100 cash, \$1000 balance, can be leased for \$70 per month.

#### GENERAL STORE STOCK \$6000

In the city for \$6,000, annual turnover of \$12,000. This is a well run general store building can be leased for \$75 per month.

#### GENERAL STORE STOCK \$8000

In the city for \$8,000, annual turnover of \$15,000. This is a well run general store building can be leased for \$85 per month.

#### POOL HALL STOCK \$1000

In the city for \$1,000, comprising of a turnover of \$1,500 last year. \$100 cash, \$100 balance, can be leased for \$100 per month.

#### HOTEL \$30,000 IN ALBERTA TOWN

10th Street population 10,000, monthly turnover \$10,000 in all; \$10,000 cash will handle this proposition.

#### Bridge Inn, you may be a winner

at this time, all you will need is a good location, including office, furniture, and contents, \$10,000 cash, cheap it takes at once.

#### Marble and Granite Works

doing good business, well equipped, including building and lands with solid business prospects. A song for three days.

#### Partner Wanted

In Black Diamond, Wood and stone building, too much to look after, must have a partner, \$10,000 cash, half interest cheap to right party.

### ROSSLYN ACREAGE

Acres 11 block 9, First St., \$600; \$400 cash, balance 6 and 12.

Acres 8, 9, 10, 11, 12, Block 4, \$500 each, 1-2 cash, balance 6 and 12.

### HALL FOR SALE

Lot 29 block 8, R. L. 14, with large hall, 10' x 14', 14' x 16', 14' x 18', balance 6 and 12. A snap.

### NORWOOD

Lot 6 block 24, \$600; \$200 cash, balance 6 and 12.

Lot 1-2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, Block 24, \$1500; \$200 cash, balance 6 and 12.

Lot 18 block 21, \$700; \$400 cash, balance 6 and 12.

Lot 8 block 8, \$600; \$300 cash, balance 6 and 12.

Lot 1 block 17, \$650; \$250 cash, balance 6 and 12.

Lot 2 block 8, \$600; \$300 cash, balance 6 and 12.

Lot 1 block 17, \$650; \$250 cash, balance 6 and 12.

### SUB-DIVISION PROPERTY

Quarter Section close to city, and front on 10th Street, \$10,000 cash if sold within five days. Get busy.

#### SIXTH STREET

Good five room house on five lot, \$1100; \$100 cash, balance 6 and 12.

Four room frame house or good lot, \$1000; 1-2 cash, balance 6 and 12.

Large modern house, \$1200; 1-2 cash, balance 6 and 12.

#### SIXTH STREET

Six room full modern house and barn, good lot, only \$1200; 1-2 cash, balance 6 and 12.

#### SYNDICATE AVENUE

Five lot with six room modern house, \$1200; 1-2 cash, balance 6 and 12.

Four room house and good lot, \$1200; 1-2 cash, balance 6 and 12.

Large modern house, \$1200; 1-2 cash, balance 6 and 12.

#### SIXTH STREET

Six room full modern house and barn, good lot, only \$1200; 1-2 cash, balance 6 and 12.

#### INGLEWOOD

Six lots in Block 10, \$100 each; 1-2 cash, balance 6 and 12.

#### NORWOOD

One lot in Block 44, \$125; 1-2 cash, balance 6 and 12.

#### GROAT ESTATE

Two lots in Block 43, \$100 each; 1-2 cash, balance 6 and 12.

#### INGLEWOOD

One corner lot, \$125; 1-2 cash, balance 6 and 12.

#### BARTON ACREAGE

One block 1000' North of Barton, 2000 cash, balance 6 and 12.

#### ELIZABETH STREET

One lot, block 10, H. H. R., \$1000 cash, \$100 cash, balance 6 and 12.

### THE EDMONTON LOCATORS

944 P. O. Office Bldg.      Phone 4622

## FOR SALE—REAL ESTATE

### IMPERIAL INVESTMENT COMPANY

Real Estate and Financial Agents

64 Jasper Ave. East

Buy a big snap like these on

buying a big





